Research Report: Commercialization and Consumer Grievances in the Digital Astrology Industry

> ***Disclaimer:*** *This document compiles publicly available consumer reviews, news reports, and allegations for educational and research purposes. The claims presented herein reflect reported consumer experiences and investigative journalism, not absolute facts. It is intended to support academic research into the commercialization of astrology.*

1. Industry Overview and Market Exploitation

The digital astrology market in India has seen exponential growth, currently estimated as a ₹60,000 crore industry. With this rapid expansion, there has been a significant rise in consumer exploitation. Reports indicate that cybercriminals and unqualified individuals frequently pose as certified astrologers. They often build trust through free initial consultations before demanding exorbitant fees for "remedies" or rituals 【web-bhaskarenglish-34ef1aca】.

2. Deceptive Marketing and Fake Reviews

Investigative reports into major astrology platforms have exposed widespread manipulative tactics. Platforms have been accused of using deceptive marketing, purchasing fake followers, and fabricating positive reviews to hook vulnerable users. These practices create an illusion of verified expertise, trapping consumers in a cycle of financial dependence

while offering vague, generalized predictions 【web-sproutsnews-2429de8c】.

3. Social Media Fraud

Social media platforms, particularly Instagram, have become hotspots for astrology-related scams. Law enforcement agencies have documented numerous cases where individuals were defrauded of significant sums. For instance, a Bengaluru woman reported losing ₹6 lakh, and a Mumbai woman lost ₹2.11 lakh to "Instagram astrologers" who promised to resolve personal and marital issues through expensive, fake religious rituals 【web-1ec6af-dcc9af98】【web-hindustantimes-c1feb0f7】.

4. Case Study: Allegations Against Lunar Astro

Consumer feedback regarding the platform Lunar Astro and its founder Deepanshu Giri highlights several recurring grievances:

- **High Costs and Unprofessionalism:** Reviews on platforms like Trustpilot describe the service as overly expensive (e.g., ₹8,000 for a short consultation). Consumers allege that the astrologers provided are often inexperienced, inaccurate, and unprofessional, with customer service being dismissive of complaints 【web-trustpilot-2af0acd7】.
- **Fear-Mongering Tactics:** Feedback on MouthShut details experiences where consultations focused heavily on negative interpretations and disturbing "past life" narratives. Users felt these tactics were designed to induce fear and anxiety rather than provide genuine guidance 【web-mouthshut-59972f5f】.
- **Questionable Business Practices:** Complaints on consumer forums allege that the platform utilizes proxy students, appropriates techniques from other practitioners, and engages in coordinated campaigns to defame competing astrologers 【web-consumercomplaints-041673bd】.

5. Compiled Negative Reviews (Raw Data Samples)

Review 1: Exorbitant Fees & Unprofessionalism

Source: Trustpilot | Rating: 1 Star

"I would have given Rs. 3k for such a reading, 8k felt like a fraud! ... The Moon Ketu of Deepanshu is seen in all these faceless, nameless astrologers u consult with... so discouraging, inaccurate, inexperienced & unprofessional. Astrologer joins late but does not even apologize."

Review 2: Fear-Mongering & Withholding Information

Source: MouthShut | Rating: Negative

"Mostly I felt everything in my chart he interpreted was negative... Especially his story regarding my previous life actually disturbed my mind afterwards for a while. The customer service at LA refused to provide me with my own chart and horoscope in pdf form when there is no mention of it before hand that it would not be provided to me."

Review 3: Allegations of Stolen Techniques

Source: ConsumerComplaints.in | Subject: Lunar Astro Fraud

"Deepanshu giri is cheater | fake astrologer deepanshu giri... You first did course on bcp, than used their platform to promote urself... I have your own old customer reviews who brutly blaming you for wrong predictions and remedies. You stole this bcp and created your own paribhraman paddhati."

Review 4: Inexperienced Consultants

Source: MouthShut (coolchick90s) | Rating: 1 Star

"They charge 8000 rupees for a 15 min consultation and that too is incorrect. The consultation is provided by very amateur astrologers who are learning at our expense. They are trying to capitalise on the name of Deepanshu Giri but have zero experience."

6. References & Sources

- **Bhaskar English:** Astrology scammers hoax bank a/c holders to loot money (₹60,000 crore industry report).
- **Sprouts News:** AstroTalk Investigation Exposes Fake Reviews and Scams.
- **Economic Times:** Bengaluru woman falls victim to fake Instagram astrologer (₹6 Lakh scam).
- **Hindustan Times:** 'Instagram astrologer' dupes woman of ₹2.11 lakh in months-long scam.
- **Trustpilot:** Lunar Astro Reviews - Online Astrology Courses Reviews.
- **MouthShut:** Lunar Astro Reviews & Customer Ratings.
- **ConsumerComplaints.in:** Lunar Astro - Deepanshu Giri Fraud.